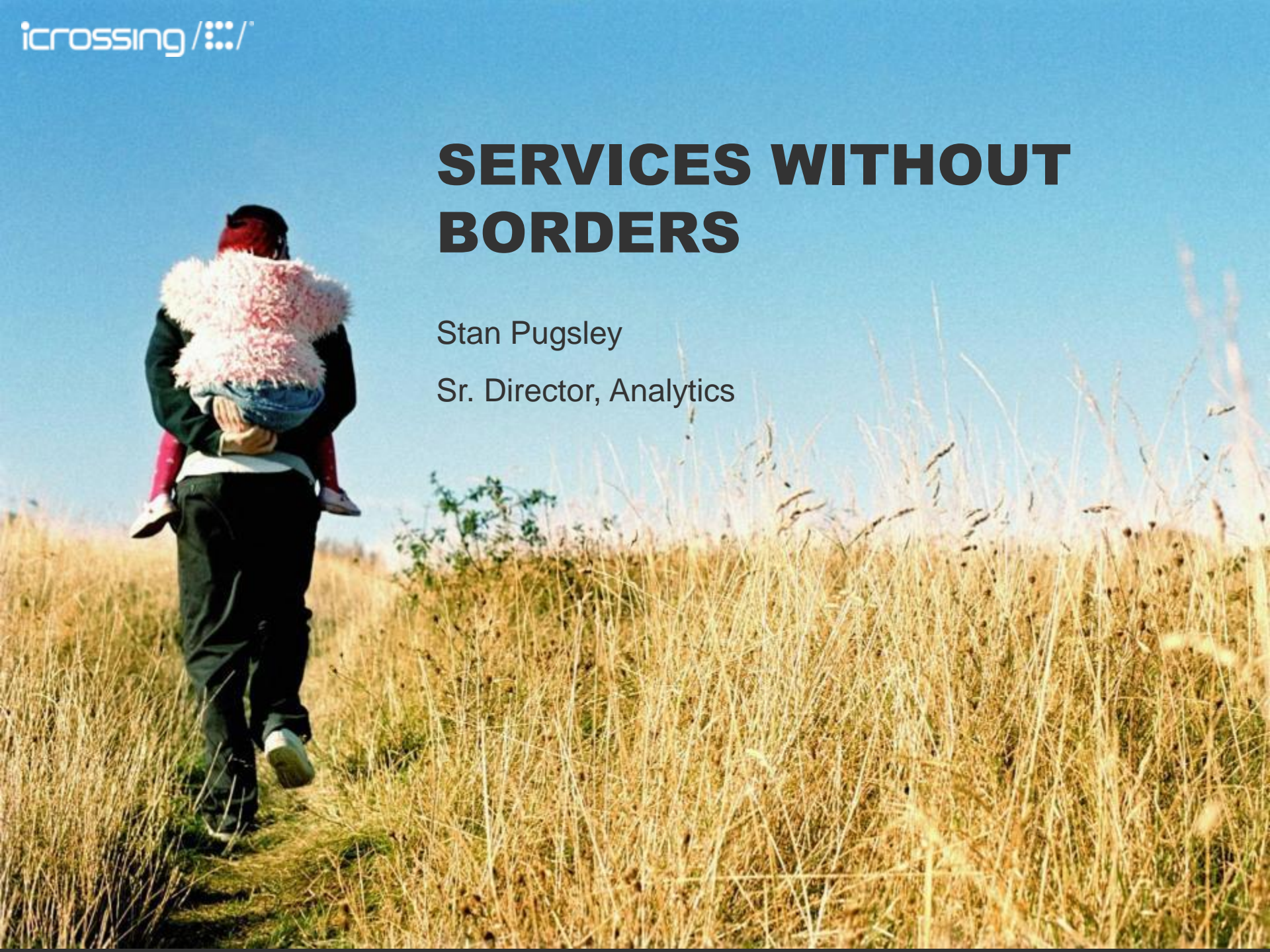


SERVICES WITHOUT BORDERS

Stan Pugsley

Sr. Director, Analytics



WE DO DIGITAL MARKETING

- WEBSITE DEVELOPMENT
- SEARCH MARKETING
- DIGITAL MEDIA BUYING
- SOCIAL MEDIA

750+

EMPLOYEES

HEARST *corporation*

OUR CLIENTS



GLOBAL FOOTPRINT



1. CONSOLIDATE EVERYONE
INTO A STANDARDIZED
GLOBAL TEAM
2. FLY EVERYONE OVERSEAS
FOR CROSS TRAINING
3. WAIT FOR WORK
4. WIN A HUGE MULTI-
NATIONAL DEAL
5. CHOKE

**DON'T DO
THIS**

**THIS WORKS
BETTER**

MANAGE GLOBALLY DELIVER LOCALLY

- 1.START TALKING TO CLIENTS
- 2.FIND A SMALL PILOT PROJECT
WITH A FRIENDLY CLIENT
- 3.JUST-IN-TIME TRAINING AND
TEAM INTEGRATION
- 4.RAMP UP MANAGEMENT
STRUCTURE AND CAPABILITIES

ROADBLOCKS

DATA



P&L

DATA



LANGUAGE

P&L

TECHNOLOGY

Thank you